

ORDER FOR SUPPLIES OR SERVICES										PAGE 1 OF 46	
1. CONTRACT/PURCH ORDER/AGREEMENT NO. <div style="text-align: center;">N0017819D7112</div>			2. DELIVERY ORDER/CALL NO. <div style="text-align: center;">N0001420F3008</div>		3. DATE OF ORDER/CALL (YYYYMMDD) <div style="text-align: center;">2020JUN04</div>		4. REQUISITION/PURCH REQUEST NO. <div style="text-align: center;">1300777384</div>		5. PRIORITY <div style="text-align: center;">Unrated</div>		
6. ISSUED BY Office of Naval Research 875 N. Randolph St Arlington, VA 22203-1995				7. ADMINISTERED BY (If other than 6) SCD: C		8. DELIVERY FOB <input type="checkbox"/> DESTINATION <input type="checkbox"/> OTHER (See Schedule if other)					
9. CONTRACTOR NAME AND ADDRESS American Technology Solutions International Corporation 49 Bethany Way Fredericksburg, VA 22406				FACILITY 966150414		10. DELIVER TO FOB POINT BY (Date) (YYYYMMDD) <div style="text-align: center;">SEE SCHEDULE</div>		11. X IF BUSINESS IS <input checked="" type="checkbox"/> SMALL <input type="checkbox"/> SMALL DISADVANTAGED <input type="checkbox"/> WOMEN-OWNED			
12. DISCOUNT TERMS <div style="text-align: center;">Net 30 Days WAWF</div>				13. MAIL INVOICES TO THE ADDRESS IN BLOCK <div style="text-align: center;">SEE SECTION G</div>							
14. SHIP TO SEE SECTION F				15. PAYMENT WILL BE MADE BY HQ0338 DFAS Columbus Center, South Entitlement Operations P.O. Box 182264 Columbus, OH 43218-2264				MARK ALL PACKAGES AND PAPERS WITH IDENTIFICATION NUMBERS IN BLOCKS 1 AND 2.			
16. TYPE OF ORDER		<div style="display: flex; align-items: center;"> <div style="border: 1px solid black; padding: 2px; margin-right: 5px;">DELIVERY/CALL</div> <div style="border: 1px solid black; padding: 2px; margin-right: 5px;"><input checked="" type="checkbox"/></div> <div style="margin-right: 10px;">This delivery order/call is issued on another Government agency or in accordance with and subject to terms and conditions of above numbered contract.</div> </div> <div style="display: flex; align-items: center;"> <div style="border: 1px solid black; padding: 2px; margin-right: 5px;">PURCHASE</div> <div style="border: 1px solid black; padding: 2px; margin-right: 5px;"><input type="checkbox"/></div> <div>Reference your _____ furnish the following on terms specified herein.</div> </div> <div style="font-size: small;"> ACCEPTANCE. THE CONTRACTOR HEREBY ACCEPTS THE OFFER REPRESENTED BY THE NUMBERED PURCHASE ORDER AS IT MAY PREVIOUSLY HAVE BEEN OR IS NOW MODIFIED, SUBJECT TO ALL OF THE TERMS AND CONDITIONS SET FORTH, AND AGREES TO PERFORM THE SAME. </div>									
<div style="display: flex; justify-content: space-between;"> <div>American Technology Solutions International Corporation</div> <div>Eugene Felts</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div>NAME OF CONTRACTOR</div> <div>SIGNATURE</div> <div>TYPED NAME AND TITLE</div> <div>DATE SIGNED (YYYYMMDD)</div> </div> <div style="margin-top: 5px;"> <input type="checkbox"/> If this box is marked, supplier must sign Acceptance and return the following number of copies: </div>											
17. ACCOUNTING AND APPROPRIATION DATA/LOCAL USE <div style="text-align: center;">SEE SCHEDULE</div>											
18. ITEM NO.	19. SCHEDULE OF SUPPLIES/SERVICES				20. QUANTITY ORDERED/ACCEPTED*	21. UNIT	22. UNIT PRICE	23. AMOUNT			
	SEE SCHEDULE										
<i>*If quantity accepted by the Government is same as quantity ordered, indicate by X. If different, enter actual quantity accepted below quantity ordered and encircle.</i>					24. UNITED STATES OF AMERICA /s/Gina Walker BY: _____			25. TOTAL \$4,402,283.00	26. DIFFERENCES		
27a. QUANTITY IN COLUMN 20 HAS BEEN <input type="checkbox"/> INSPECTED <input type="checkbox"/> RECEIVED <input type="checkbox"/> ACCEPTED, AND CONFORMS TO THE CONTRACT EXCEPT AS NOTED:											
b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE					c. DATE (YYYYMMDD)		d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE				
e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE					28. SHIP. NO. <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL		29. D.O. VOUCHER NO.		30. INITIALS		
f. TELEPHONE NUMBER		g. E-MAIL ADDRESS			31. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL		32. PAID BY		33. AMOUNT VERIFIED CORRECT FOR		
36. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT.					a. DATE (YYYYMMDD)		b. SIGNATURE AND TITLE OF CERTIFYING OFFICER		34. CHECK NUMBER		
37. RECEIVED AT					38. RECEIVED BY (Print)		39. DATE RECEIVED (YYYYMMDD)		40. TOTAL CONTAINERS		
41. S/R ACCOUNT NUMBER					42. S/R VOUCHER NO.						

Section C - Description/Specifications/Statement of Work

1.0 Background

The Office of Naval Research (ONR) has a requirement to support the Department of Navy

(DoN) Small Business Innovation Research (SBIR) and Small Business Technology Transfer

(STTR) Transition Program (STP). The mission of STP is to provide commercialization, transition, and professional business assistance through a structured program so that the participating Small Businesses are in the best position to obtain Phase III funding. STP shall provide assistance to the small businesses over an 11-month period and be organized in a manner that increases the transition of the Phase II technologies as they mature to a Technology Readiness Level (TRL) of approximately 5-7.

In all previous periods of performance for the last 20 years, STP has begun with a kickoff meeting, which all eligible Phase II companies are expected to attend, and culminating with the Department of the Navy Forum for SBIR/STTR Transition (FST), an event focused on Phase II technology exhibits, presentations and one-on-one meetings with acquisition program managers and large prime contractors. During the kickoff, all eligible projects/companies attended a one-day kickoff (3 days total) at which they learned about the STP program structure, program expectations, rules of engagement, level of work expected, services provided, specific Navy Program Executive Offices (PEOs), data rights, and how to successfully complete the program. Approximately one week after the kickoff, projects/companies had to sign up to participate.

Based on prior years' participation by Phase II firms, approximately 250 small businesses covering 350 projects (if a small business is executing multiple eligible projects, each project is counted individually), will be eligible to participate in STP. It is estimated that approximately 110-190 projects, from approximately 100-150 different small businesses, will participate in STP on an annual basis. This information is important in the scope of your proposal for the allocation of resources and staffing.

Once the participating projects/companies were identified, each project was expected to complete marketing materials for Distribution A approval (processed for approval by the STP support contractor) which were posted to the Virtual Transition Marketplace (VTM) for examination by transition partners. During STP, each project was provided tailored market research identifying valuable information about transition avenues, points of contact (POCs), acquisition funding, and the market landscape for the technology. In addition, many educational events were incorporated into STP such as webinars, a learning workspace, and marketing opportunity information, such as industry consortium and conferences. In addition, each project was assigned a business consultant (BC) to work directly with each project to support the company in making Navy contacts and help with transition planning.

STP has culminated with the FST, a large conference structured event, bringing together the government acquisition, S&T communities, and large prime contractors to examine the participating small business technologies. The event has incorporated exhibit space (approximately 20,000 – 25,000 square feet) for each company to have an 8x10 booth, meeting space (approximately 5,000 square feet) for one-on-one meetings, and briefing space (approximately 7,000 square feet) for technology briefs. A mid-program Virtual Advanced Transition Workshop (VATW) has been incorporated into STP to establish expectations for FST and have companies agree to participate in the event due to cost outlays by the Navy. The VATW has been used to focus the participating small businesses on the second half of STP and held over a 3-day period (six 1-hour sessions) in January/February time frame. Ensuring proper preparation and commitment has been critical to FST.

While this structure and process has demonstrated excellent support of Phase III results, the Navy is interested in either similar, new and hybrid approaches to foster technology transition. In addition, if conference(s) are proposed, the offeror must clearly demonstrate an understanding of the Navy's submission, conference approval process package and timeline necessary to achieve the proposed goal.

NOTE: The Navy has solicited locations and venues to hold the kickoff meeting and transition assistance events. If needed, the Navy will continue to administer this portion, signing Letters of Intent (LOI) with facilities and paying for the rental fees based on the necessary accommodations provided by the contractor. The contractor will remain responsible for completion of conference approval documentation (based templates provided by the Navy which includes cost and attendance) and staffing and preparation of the event(s). The contractor provides actual results (costs and attendance) within 2 weeks of any approved event held. The space required for a kickoff event is relatively small and easy to secure. However, larger proposed events,

similar to FST, are subject to SECNAV approvals, expense limitations, and long lead times.

2.0 Program Objective

The objective of this effort is to provide technical and programmatic support for STP. STP ensures participating firms are prepared to engage in Phase III technology commercialization and transition to the fleet per the SBIR/STTR Policy Directive. STP is expected to increase the number and dollar value of Phase III awards to DoN SBIR/STTR Phase II awardees.

The STP program shall provide the following services to participating firms:

Commercialization/transition assistance to all of the DoN's SBIR/STTR Phase II firms that participate in STP;

Professional business assistance through a structured program so that the firms are in the best position to obtain Phase III funding at the end of their Phase II effort;

Foster the structured development of a strategy for transitioning the SBIR or STTR technology into the Fleet;

Mentoring the Small Business on obtaining Government and Prime* contractor relationships;

Development of marketing materials that provides relevant market research for the Small Business's technology and transition targets; and

Mechanisms in which participating companies will brief their technologies to interested parties in the same technology community of interest.

* For the purposes of this document, a Prime contractor is considered the ten (10) largest defense contractors based on total DoD contract award value.

3.0 Statement of Objective (SOO)

3.1 Transition Assistance

3.1.1 The contractor shall detail the transition assistance provided during the course of the STP. This will include a Plan of Action and Milestones (POA&M), explanation of how the plan will be effective, and supporting evidence demonstrating how similar methodology has supported successful technology transition (i.e. technology transition success metrics).

3.1.2 The contractor shall possess the ability to educate the participating small businesses about the following areas while explaining the best strategy for transitioning various technologies developed within the SBIR & STTR programs:

DoD/DoN's Acquisition, and Programming, Planning, Budgeting and Execution (PPBE) processes along with knowledge of how to transition technology in the defense environment.

Information on targeted DoN ACAT I-III Platform and Systems, as well as related Future Year Defense Plan (FYDP) funding profiles.

Transition paths with Programs of Record and large Navy Prime contractors.

Methods for connecting the technologies developed to the requirements, program managers, and end users.

3.2 Required Inclusions

This section of the SOO describes elements that the contractor shall provide as part of the approach to structuring the STP program. Providing skilled business consultants and market researchers with knowledge of developing defense transition strategies is paramount to the work with each small business.

3.2.1 Annual STP Kick-Off Workshops

A kickoff workshop is important for introducing the STP program to all eligible Phase II small businesses.

3.2.1.1 Annually, the contractor shall invite eligible small businesses/projects for a kick-off workshop in the Washington, D.C. area (eligibility pool will be provided by the Navy) and track participation. An invitation must be issued to all eligible projects with a receipt confirmed by the contractor. The contractor shall provide a process for enrolling these projects in the kickoff workshop (e.g. web based interface). The contractor shall establish a post workshop deadline and a process for small businesses to sign up to participate in STP, or defer to the second year of the contract. This will establish the participating cohort.

3.2.1.2 The contractor shall plan, host, prepare, and present materials for a 3-Day Kick-Off Workshop in the Washington D.C. area annually in the May/June timeframe (the Navy will sign a letter of intent with a hotel, and pay for facility usage) for the participating cohort. Each day, approximately one-third of the small businesses will attend a one-day meeting.

In general, each day will focus on Systems Commands' (SYSCOMs) specific projects (e.g. Day one – Naval Sea Systems Command (NAVSEA); Day two – Naval Air Systems Command (NAVAIR); and Day three – ONR, Naval Information Warfare Systems Command (NAVWAR (formerly SPAWAR)) & Marine Corps Systems Command (MCSC) and other sponsoring systems commands).

3.2.1.3 The contractor shall work closely with the SYSCOM SBIR Program Managers, Prime contractors, and Program Executive Offices (PEOs) to involve them in the Kick-Off meeting. The contractor shall create an agenda for each day that consists of core briefings and SYSCOM specific briefings. This agenda shall be submitted to the Program Manager six-eight weeks prior to the kick-off event. (Reference CDRL A002)

Elements of a core agenda shall include, but not limited to:

A full explanation of the STP and how it will help the small businesses transition their technology;

Business and transition assistance the small businesses will be provided during STP;

Deliverables the firms are expected to produce;

Meeting with a business consultant to discuss the small business's technology transition needs;

Other topics approved by the DoN SBIR/STTR Program Director that would benefit SBIR Phase II Awardees; and

SBIR/STTR data rights module.

3.2.1.4 The contractor shall include the following costs for the workshop with up to 400 attendees (small businesses and government): set-up, AV equipment, materials, and on-site registration support over the three (3) days. The contractor shall not charge or include registration fees as part of the workshop.

3.2.2 Business Consultants

3.2.2.1 The contractor shall provide ten business consultants to work closely with a portfolio of small business projects. The role of the business consultant is to mentor the small business, helping to identify technology transition points for each project in their portfolio. This includes interpreting market research, supporting the direction of outreach, providing help in the development of marketing materials, and brokering discussions with stakeholders within large prime contractors and federal agencies. Business consultants are expected to also lead discussions with Navy Technical Points of Contact (TPOCs) to ascertain the direction of the intended research topic, as well as and to understand the broader market for technology transition. Business consultants shall also act as liaisons to each major participating SYSCOM (ONR, NAVAIR, NAVSEA, NAVWAR and MCSC) and specific prime contractors in order to support initiatives to increase efficiencies in assisting small businesses in successfully transitioning SBIR/STTR developed technologies.

3.2.2.2 The contractor shall have experience in employing business consultants with knowledge of the Systems Engineering process, attributes of each participating technology area, and platforms associated with each SYSCOM (e.g. Command, Control, Communications, and Computing (C4), Intelligence Surveillance and Reconnaissance, logistics, Air & Sea Warfare, Information Technology, weapon systems, etc.), necessary to advance TRL and transition to DoN acquisition programs.

3.2.2.3 The contractor shall have experience in testing necessary to transition an SBC technology from the SBIR/STTR

programs into a Program of Record (PoR) and/or a Prime contractor's systems or subsystems. This includes specific test requirements for technology acceptance of the particular platform or system of transition (e.g. Developmental Test and Evaluation (DT&E) and Operational Test and Evaluation (OT&E) requirements, environmental test requirements, software testing requirements, certification and qualification requirements, Manufacturing Readiness Levels (MRL), etc.).

3.2.2.4 The contractor, through their business consultants, shall work with prime contractors to determine how the SBIR/STTR programs and STP can best address their needs. The goal is to create strong contacts within the prime communities that are knowledgeable on the SBIR/STTR programs and will be the source for long-term strategic partnerships with DoN SBIR/STTR small businesses. The contractor shall develop these relationships across primes and mature those that are in place so that the DoN SBIR/STTR program management office can have a continuous relationship.

3.2.3 Market Research

3.2.3.1 The contractor shall prepare a Market Research Report and provide an action plan for each project (Ref. CDRL A002), including: information relative to the specific platform/program and the system/subsystem of interest; an overview of key players within the government and the Prime contractor community; an overview of the competitive landscape; a discussion of budget; and tests and demonstrations. The contractor shall identify projected content of market research reports, employees focused strictly on market research, and market research software access, such as but not restricted to Frost & Sullivan, BBC Research, and IBIS World. Market research reports will help lead transition discussions between the business consultants and the Phase II small businesses.

3.2.4 Learning Workspace

3.2.4.1 The contractor shall provide a virtual learning workspace for the participating small businesses to include the following:

- a. Interface with their assigned business consultant;
- b. Upload documents for review;
- c. Access learning events (e.g. webinars);
- d. Access learning resources; and
- e. Notification and information about upcoming STP events.

The learning workspace shall be a means of maintaining configuration control and recording participation of the small businesses.

3.2.5 Marketing Materials

3.2.5.1 The contractor shall work closely with the participating small businesses to develop cogent and concise marketing materials for their STP projects. These materials will be used to market the technologies in person via discussions with interested technology transition stakeholders and at technology transition events, such as conferences and virtually via web marketplaces. Depending on the work proposed within the STP program, the contractor's proposal may need to contain a process for which all marketing materials achieve Distribution A approval through Navy SYSCOM Public affairs offices and security offices. This shall be supported electronically through the Learning Workspace where companies can upload materials and have them reviewed by necessary parties (business consultants and Navy TPOCs) prior to submission to SYSCOM Public Affairs and Security.

Some examples of marketing materials (not all inclusive) are:

Quad Chart: Single sheet summary providing quick look into the program schedule, budget requirements, expected transition, and technology development level;

Phase III Transition Plan: Examines milestones and potential costs, hurdles and risks of development subsequent to completion of Phase II;

Company Capability Brochure: Serves as a marketing tool for the SBC to illustrate company capabilities focused toward the target audience; and

PowerPoint Presentation: Brief (ten (10) minute) presentation for use by the firms at conferences to describe current technology status, planned development activities, and technological approach and business capability for providing a high value solution to meet Naval needs.

3.2.6 Webinars

3.2.6.1 The contractor shall deliver a series of one (1) hour webinars (between 15 and 20 total) that address technology transition, working with Prime contractors for DoN platform integration, acquisition structure, understanding the DoD/DoN flow of funding and documentation, and issues of concern to the small businesses which help them prepare for technology transition. Topics of the webinars and timing shall be aligned to promote small business knowledge in-line with likely transition path timelines. All webinars shall be advertised to STP participants a minimum of one calendar month prior to offering and made available electronically in the learning workspace for later viewing, provided there are no copyright/data rights restrictions. The preferred webinar software is Adobe Connect because it has been approved for secure webinar participation by Navy personnel, where as some other common web-conferencing packages have not.

3.3 STP Programmatic Support

The contractor shall provide additional support to the DoN SBIR/STTR Program Office to further the purpose of the STP to include, but not limited to, responding to programmatic inquiries, developing program briefings, and providing data/statistics. Most printing requirements will be processed by Defense Logistics agency (DLA) and the Government Printing Office (GPO). For all printed marketing/outreach materials, the Contractor shall provide data files suitable for digital printing in sufficient time to allow DLA/GPO cost estimates, proof evaluation, printing and delivery. Depending on media and quantity required, the time required for processing data files and printing can be up to 60 days in advance of required delivery. Should urgent and time sensitive print materials be required for mission essential activities, the contractor shall notify the COR for non-GPO printing approval. Schedules need to be arranged to avoid the need for urgent printing requests.

3.3.1 Success Stories

3.3.1.1 The contractor shall work with SBIR/STTR companies to obtain, format, and distribute information on successful technology transitions. This requires obtaining information on high value awards (e.g. Phase III investment greater than SBIR/STTR program funds investment in combined commercial and government sales; use that results in documented government savings greater than SBIR/STTR program funds investment; use/development that results in improved safety where there is a documented risk of injury/death to human life; or insertion/fielding into a DoN program of record or other government system) and working with the respective companies, DoN SYSCOM, and the DoN SBIR/STTR program office to document and promote programmatic success within the DoN, DoD, and private industry. Success stories will be used for answering inquiries on programmatic success. The contractor shall propose format and development process.

3.3.1.2. The contractor shall be responsible for the update, layout and technical writing of the stories. The website, search database and other media outlets should be used to disseminate this information, but DoN is also open to innovative marketing strategies to promulgate this information. The process to create success stories shall be included in the offer. Success stories may be developed internally or subcontracted. There will be an average of twenty-four (24) success stories highlighted annually.

Success stories may also include the addition of video case studies. The contractor may work with the SBIR/STTR companies to document business-model case studies and success of STP participants. This will require identifying companies that have successfully taken action to transition their technology through direct sales, licensing, equity investing, partnering, and acquisitions, to name a few, so other current and future STP participants can learn, evaluate and adapt successful practices of other small businesses. The contractor shall be responsible for the documentation, scripting, editing, and promulgation of these educational works. Reference CDRL A008 and A010.

3.3.2 Transitions Newsletter

3.3.2.1 The contractor shall be responsible for developing a newsletter titled “Transitions” in order to:

- a. Announce major upcoming events (e.g. SYSCOM, prime, and industry outreach/partnership events/information; major exercises; processes for registering for participation in technology demonstration events);
- b. Further the understanding of best practices being developed by the DoN SBIR program managers, Technical Points of (TPOC), primes, and small businesses; and
- c. Provide information on program activities and results.

This includes drafting the stories, design layout, printing, and distributing the newsletter three to four (3 to 4) times annually.

3.3.2.2 The contractor shall distribute the newsletter electronically. The audience shall consist of small businesses, prime contractors, government technology and acquisition officers, and legislators. Each distribution may require printing a minimal number of newsletters (100-200 copies) for SBIR/STTR marketing and awareness purposes and must therefore consist of a layout effective for electronic and hardcopy printing. Reference CDRL A007.

3.3.3 Virtual Transition Marketplace (VTM)

3.3.3.1 The contractor shall manage and update the existing VTM, as necessary. The VTM is a publicly available database repository for marketing publicly releasable STP deliverables for participating technologies (<https://navyfst.com/vtm/>).

The VTM is a tool to support the marketing and transition of participating technologies. The VTM provides the ability to search the database - filtering by technology, application, and DoN SYSCOM - to determine technology applicability by end users and Programs of Record. The database provides small business contact information for further due diligence by acquisition officers and Prime contractors.

3.3.3.2 The contractor shall be primarily responsible for marketing, ease of use, and usage volume of the VTM. All documents posted to the VTM shall be labeled Distribution A. The contractor shall also document public release approval from the participating small businesses. Public release approval shall ensure that no proprietary company information is contained within the documents and the contractor and Government have use rights to any images or text.

3.3.4 Graphics and Web Design

The contractor shall provide the necessary graphics and web design support to effectively layout success stories, the Transitions Newsletter, and any graphics necessary for technology transition activities proposed (e.g. signage, registration websites, and program books). In addition, the contractor shall provide any needed support for the participating firms (e.g. marketing materials, booth graphics) to assure a professional look in order to maintain a high level of professionalism for transition efforts within the STP program.

3.4 Program Management

3.4.1 Scheduled Meetings

3.4.1.1 The contractor shall be responsible for quality control during the administration of the program, cost containment, programmatic communication with all stakeholders, currency of materials used in the program, and a consistent marketing message for the STP.

3.4.2.1 The contractor shall have regularly scheduled teleconference meetings with the Contracting Officer's Representative (COR). Quarterly program reviews will be held at the ONR office in Arlington, Virginia. Additionally, SYSCOM program updates will be held at least every three (3) months during the nine (9) months following the STP Kick-off. During the SYSCOM meetings, the contractor's SYSCOM liaisons shall provide a status on the program and address issues regarding participation of their companies in the STP program. Visits to the SYSCOMS may be substituted for monthly/quarterly meetings if approved by the COR. Other communication supplements may be added.

3.4.2 Follow-Up Data Collection

The contractor shall conduct follow up data collection and analysis, in an effort to demonstrate the success of the STP program. Data shall be analyzed to assess the volume, quality, status of new business leads acquired during this program, dollar amount of any follow on awards, and sources of this funding, compiling the data by SYSCOM/PEO and against level of company maturity. Data from any one-on-one meetings, tech briefings and attendees at transition events shall be collected and

analyzed. All reports shall be provided to the COR. Reference CDRL A006.

3.4.3 Monthly Progress and Status Reports

The contractor shall provide monthly progress and financial status reports to the COR. For this report, monthly technical progress can be provided in contractor format (subject to COR approval). The financial status portion of the monthly report shall be provided in the format and with the required information found on the Contractor Monthly Financial Status Report Template found at the following site: <http://www.onr.navy.mil/Contracts-Grants/manage-contract.aspx>. The format for the financial status reports may be updated during the life of the website (or any successor website identified via administrative modification to the contract/task order) and the contractor will be notified that an updated version shall be used for future submissions. The monthly financial status report requires the information to be provided as indicated in the Contractor Monthly Financial Status Report Template. Reference CDRL A001.

3.5 Reports, Data and Other Deliverables

3.5.1 Ad Hoc Reports/Presentations

The contractor shall provide as required ad hoc reports and presentations. The required format, timing, content, and distribution shall be provided at the time the ad hoc report and/or presentation is requested. Reference CDRL A002.

3.5.2 Quality Control Plan (QCP)

The contractor shall provide a quality control plan to the COR within sixty (60) days after contract award. This report shall define policies and procedures for managing productivity, quality and cost control. The Contractor shall incorporate COR recommendations in developing the format/content of this report. The QCP shall be observed throughout the contract period. If deficiencies occur (i.e. performance falls below objective levels), then the contractor shall include the deficiency in the contractor's monthly status report along with a corrective action plan. Once a corrective action plan is approved by the COR, the contractor shall continue to report the deficiency and status of corrective actions until the issue has been resolved. Reference CDRL A003.

3.5.3 Master Schedule

The contractor shall provide a twelve (12) month overarching program Plan of Actions & Milestones (POA&M) as part of the proposal. The POA&M will include a work breakdown structure to include areas such as event coordination, preliminary preparation, hotel preparation, website preparation, mailings, communications and outreach, promotions, materiel preparation, pre-event small business preparation, and STP Kickoff preparation. The Contractor may propose these or other areas, but specific sub-tasks and detail in POA&M is desirable. The master schedule shall be maintained with status updates for milestones throughout the contract period. Reference CDRL A005.

3.5.3 Enterprise-Wide Contractor Manpower Reporting Application (ECMRA) Reports

The Contractor shall report ALL direct charge contract labor hours (including subcontractor labor hours) required for the performance of services provided under this contract to ONR via a secure data collection site. Reporting inputs will be for the labor executed during the period of performance during each Government fiscal year (FY), which runs October 1st through September 30th. Reference CDRL A004.

3.5.4. Video Documentation Panels & Speakers

The Contractor shall provide a digital recording of the speaker and panel presentations made during any proposed transition events. The digital copy of video recordings shall be provided to the DON produced and suitable for website posting. Reference CDRL A009.

3.5.5 Software Tools

To the extent and software tools are developed under the contract, the Contractor agrees to provide a fully functional copy of the tool (even if a developmental item) to the government at the end of the contract along with government purpose rights for continued use. Reference CDRL A011.

3.5.6 Software Tools User Guides

To the extent and software tools are developed under the contract, the Contractor agrees to provide a complete copy of all User Guides/Manuals to the government at the end of the contract along with government purpose rights for continued use. Reference CDRL A012.

3.5.7 Database Information

The Contractor agrees to provide a copy of any/all database information collected as part of the performance of this contract (e.g. outreach/contact/attendee lists) in the managed electronic format (e.g. Microsoft Access, SQL, or other relational database format) including field names/descriptors. Reference CDRL A013.

3.5.8 Copyrights of Trademarks

To the extent any copyrights or trademarks are produced in connection with any activities or verbiage of this contract, the Contractor agrees to provide these copyrights and trademarks to the government for continued use. Reference CDRL A014.

3.5.9 System Security Plan and Associated Plans of Action for a Contractor's Internal Unclassified Information System

The Contractor shall provide a System Security Plan and Associated Plans of Action for a Contractor's Internal Unclassified Information System in accordance with DI-MGMT-82247. Reference CDRL A015.

4.0 Personnel Requirements

4.1 Personnel Qualifications

The contractor shall provide qualified personnel to manage and execute all aspects of the performance work statement. All personnel must be thoroughly familiar and proficient in the use of commercial software packages such as Microsoft Word, Project, Excel and PowerPoint, and have a demonstrated ability to foster a team environment, that adheres to a rigorous schedule, and is collaborative in the development of work products.

The Program Manager, Subject Matter Experts, Business Consultants, Market Researcher positions, and IP SME are currently designated as key personnel. To the extent the contractor assigns critical functions to other personnel as part of its staffing approach, additional personnel may be designated as key personnel. **Note: Due to ITAR restrictions on some projects, all Key Personnel must be United States Citizens and may not hold dual citizenship in countries on the ITAR restricted Access List (<https://www.sbir.gov/tutorials/itar/tutorial-1>).**

The following skill sets are anticipated to support the tasks:

4.1.1 Program Manager (PM) [Key Personnel] (Off-site)

The Program Manager shall coordinate the day-to-day activities of all personnel executing the STP, assuring all activities are completed on schedule and budget, and report to the COR on progress.

The candidate is required to have the following attributes:

Possess either (1) a Master's degree from an accredited college or university (MBA preferred) and 15+ years of experience in program management or (2) a Bachelor's degree and 19+ years of experience in program management;

Demonstrate skills in managing customer requirements, strategic management, business counseling, and conference

coordination; and

Possess proven success in managing high dollar value (>\$1 million) programs providing technical and administrative support.

Desired Qualifications:

Demonstrate experience in DoN technology transition and DoN acquisition and PPBE processes;

Demonstrate experience in business and market planning; and

Knowledgeable in the rules and the statutes/regulations applicable to the SBIR/STTR programs.

4.1.2 Subject Matter Experts (SMEs) (Off-site)

SME's may be used to provide specific advice on a particular issue or to provide more generalized information as part of a presentation.

The candidate is required to have the following attributes:

Possess a Bachelor's degree plus ten (10) years of relevant work experience; and

Demonstrate expert knowledge on particular matters of interest (e.g. Systems Engineering, Technology Risk Assessments, Manufacturing Planning, Intellectual Property, and export controls).

4.1.2.1 Systems Planning/Transition Support (SP/TS) SME (Off-site)

This subject matter expert shall have knowledge in programmatic and systems planning for all IT systems and transition support for flow of information to and from small businesses and the Navy Program Management office and SBIR/STTR Technical Points of Contact. For example, this person will assure proper and timely interaction of all participating small businesses with necessary IT systems and track participation metrics for reporting purposes.

The candidate is required to have the following attributes:

Possess ten (10) plus years of experience with successfully supporting project planning and IT system interfaces, trouble shooting, and metric tracking for the commercialization of SBIR/STTR technologies;

Possess a Bachelor's degree (Masters preferred); and

Proficiency in use of databases and report generation.

4.1.2.2 Intellectual Property (IP) SME [Key Personnel] (Off-site)

This IP expert will educate SBCs and attendees through presentations at the STP Kick-off and FST, and will generate and maintain non-disclosure and IP boilerplate agreements. Expertise includes application of SBIR knowledge toward appropriate business models such as teaming, licensing, subcontracting, and technology acquisition.

The candidate is required to have the following attributes:

Possess a Masters degree plus ten (10) years of relevant work experience; and

Demonstrate experience and specific knowledge of SBIR & STTR statutes, SBIR/STTR data rights, and DFAR clauses.

actical experience with intellectual property issues with respect to SBIR.

4.1.2.3 Conference Management SME (Off-site)

There will be at least one (1) conference to kick-off the STP each year for newly eligible companies. Offeror may propose additional conference SMEs as necessary to execute the transition support plan. This position may be necessary to provide planning needed to conduct such events.

The candidate is required to have the following attributes:

Bachelor's degree and five (5) plus years of experience in conference and event planning; or eight (8) plus years of conference and event planning experience if no bachelor's degree;

Government Meeting Professional (CGMP) or Certified Meeting Professional (CMP) Certificate preferred;

Experience coordinating large regional conferences and exhibition events (attendance size 100+ registrants), coordinating lodging/attendance/logistics, and negotiating best value with hotels or other venues;

Experience with DoN Conference Approval process;

Experience developing conference agendas and schedules;

Experience working with event vendors (e.g., decorating, A/V, signage, transportation, lodging, exhibit space); and

Experience developing conference and event budgets and ensuring event execution activities remain within budget.

4.1.3 Business Consultants [Key Personnel] (Off-site)

Business Consultants are expected to analyze markets; determine the degree of customer interest; conduct strengths, weaknesses, opportunities, and threat (SWOT) analyses; and recommend transition strategies within the DoN, other military services, and the commercial sectors as appropriate. Business Consultants help SBCs address roadblocks and serve as a respected and effective transition agent. The number of business consultants must be aligned with the number of participating projects, and shall have diverse backgrounds in Navy and DoD Programs of Record and technology areas (i.e. each Business Consultant may specialize in order to provide broad knowledge base for technology transition).

The candidates are required to have the following attributes:

Possess either a high school diploma plus at least twenty (20) years of relevant work experience; or a bachelor's degree plus at least seven (7) years relevant work experience; and

Possess understanding of dual use applications of defense technologies and the DON's Acquisition Programming, Planning, Budgeting and Execution (PPBE) Process.

Desired Qualifications:

Demonstrate Defense Acquisition University (DAU) course work in program management and the management of science and technology (such as ACQ 101 and 201); and

Demonstrate experience with Navy SYSCOMS and Programs of Record.

4.1.4 Market Researcher [Key Personnel] (Off-site)

Market Researchers are required to be experts in locating, compiling, and writing cogent market research reports in the general area of technology and its application to Navy Programs of Record and consumer markets.

The candidate is required to have the following attributes:

Possess either a high school degree plus seven (7) years of relevant experience; or a bachelor's degree; and

Demonstrate capability to investigate potential markets for a product and prepare professional written reports that incorporate this research.

Desired Qualifications:

Demonstrated experience in working with the Defense and the high technology community in preparing marketing analyses; and

Possess a Master's degree or other relevant MS level work in Library Science.

4.1.5 Computer Programmer (Off-site)

Programmers develop and refine tools to increase program efficiencies of STP activities and SBC technology development and transition.

The candidate is required to have the following attributes:

Demonstrate either three (3) years direct "hands-on" experience in a business or operations environment; or two (2) years direct "hands-on" experience in a business or operations environment and certification courses and classroom training completed with acceptable scores; and

Demonstrate experience with the use of programs or protocols for design and use of relational databases, creation and maintenance of websites, creation and maintenance of professional quality multi-media presentations (print, web, audio/video, graphical and digital).

4.1.6 Graphic Artists (Off-site)

Responsibilities include design of print media and marketing materials, and design of web-based user interfaces, landing pages, and banner ads. Graphic artists work collaboratively with programmers.

The candidate is required to have the following attributes:

Possess either a high school degree and five (5) years of experience using design applications such as Photoshop and Illustrator; or a Bachelor's degree and three (3) years of experience using design applications such as Photoshop and Illustrator;

Demonstrated experience with print and web-based design; and

Experience with programming such as JavaScripts and Action Script is preferred.

4.1.7 Administrative Support Staff (Off-site)

Administrative support staff perform numerous activities across several varied disciplines. They provide computer support ranging from data entry to presentation preparation and document review.

The candidate is required to have the following attributes:

Possess a working knowledge of the contractor's business systems and operations;

Demonstrate ability to support day-to-day routine functions such as scheduling, maintaining files and contacts, creating forms and documents, collecting information for meetings and reports;

Demonstrate experience supporting various areas of expertise required under this contract (e.g. supporting large events, maintaining large populations of data, preparing executive level correspondence and preparing Government contract documents and reports); and

Demonstrate experience in coordinating flow of activities listed in the performance work statement.

4.1.8 Program Analyst (Off-site)

Analysts may serve as a task leader on specific projects.

The candidate is required to have the following attributes:

Possess either a bachelor's degree; or a high school diploma plus seven (7) years of relevant work experience;

Demonstrate experience in various aspects of data analysis, project supervision, business development and supervisor/project leadership; and

Demonstrate capability of performing most aspects of project management, have a background/understanding of scientific principles; ability to apply outstanding analytical skills; perform project coordination; provide marketing support with good business and communication skills.

4.1.9 Technical Writer (Off-site)

Technical writer will serve as the primary point of contact for written deliverables such as success stories, Transitions Newsletter and various written marketing efforts supporting STP and the participating firms.

The candidate is required to have the following attributes:

Possess a bachelor's degree and five (5) years of experience in technical writing;

Experience writing and editing science, technical, and marketing documentation;

Demonstrated strong communication skills to develop clear and concise documents for the target audience;

Demonstrated strong copy editing skills; and

Experience identifying key information with write-ups on highly technical topics and reducing technical jargon into simple terms.

Note: "Desired Qualifications" refers to specific personnel qualifications that are desired rather than required.

4.2 Level of Effort

The labor required is anticipated to increase over the duration of the contract. The period of performance is one (1), twelve (12)-month base period and four (4), twelve (12) month option periods.

4.2.1 The level of effort anticipated for the base period is approximately 24 man-years at an average rate of approximately 3,883 hours per month. A summary of the estimated labor categories and the total anticipated annual hours for the base period is provided below.

Base Period Level of Effort	
Labor Category	Hours Per Year
Program Manager	1200.00
Subject Matter Expert 1	1920.00
Subject Matter Expert 2	1920.00
Business Consultant	20100.00
Market Researcher	12500.00
Computer Programmer	960.00
Graphic Artist	1920.00
Administrative Support	3200.00
Program Analyst	960.00
Technical Writer	1920.00
Total	46600.00

NOTE: 1920 hours is equivalent to one (1) FTE.

4.3.3 The above labor categories and hours are provided as the Government's best estimate of the work to be performed. The contractor may propose the same level of effort (hours and labor categories) or a different level of effort based on its own labor classification system and unique approach to satisfy the Government's requirement. While the Government will consider an alternate level of effort, it is the Government's preference to maximize the estimated labor hours devoted to the direct performance of the technical tasks. If the level of effort proposed is different than the Government's estimate, the offeror's technical proposal should clearly specify the hours and labor categories proposed for each task in the statement of work.

5.0 ACKNOWLEDGEMENT OF SPONSORSHIP

(a) As used in DFARS 252.235-7010, 'Acknowledgement of Support and Disclaimer,' "material" also includes but is not limited to, news releases, letters to the editor, articles, abstracts, manuscripts, brochures, advertisements, photos, films, videos, slides, charts, graphs, drawings, speeches, trade association meetings, symposia, etc.

(b) Nothing in the foregoing shall affect compliance with the requirements of the clauses of this contract entitled "Disclosure of Information" (252.204-7000) and "Security Requirements" (FAR 52.204-2 and Alternate I) if such clause is a part of the contract.

(c) The contractor further agrees to include this provision in any subcontract awarded as a result of this contract.

6.0 KEY PERSONNEL

a. The contractor agrees to assign to the contract tasks those persons whose resumes were submitted with its proposal and who are necessary to fulfill the requirements of the contract as "key personnel." No substitutions may be made except in accordance with this clause.

b. The contractor understands that during the first ninety (90) days of the contract performance period, no personnel substitutions will be permitted unless these substitutions are unavoidable because of the incumbent's sudden illness, death or termination of employment. In any of these events, the Contractor shall promptly notify the COR and the Contracting Officer and provide the information described in paragraph (c) below. After the initial ninety (90) day period the Contractor must submit to the Contracting Officer and COR all proposed substitutions, in writing, at least 30 days in advance (60 days if security clearance must be obtained) of any proposed substitution and provide the information required by paragraph (c) below.

c. Any request for substitution must include a detailed explanation of the circumstances necessitating the proposed substitution, a resume for the proposed substitute, and any other information requested by the Contracting Officer and COR. Any proposed substitute must have qualifications equal to or superior to the qualifications of the individual proposed at the time of proposal submission. The Contracting Officer or his/her authorized representative will evaluate such requests and promptly notify the contractor in writing of his/her approval or disapproval thereof.

d. In the event that any of the identified key personnel cease to perform under the contract and the substitute is disapproved, the contract may be immediately terminated in accordance with the Termination clause of the contract.

The following are identified as key personnel:

<i>Labor Category</i>	<i>First/M/Last Name</i>
<i>Program Manager</i>	(b) (6)
<i>Business Consultants</i>	(b) (6)
<i>SMEs</i>	(b) (6)
<i>Market Researchers</i>	(b) (6)